**What Should You Tweet?**

1. What events, shows, or taking place at your organization?

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| --- | --- | --- | --- | --- | --- | --- |
|  | **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Weekend** |
| **Performances** |  |  |  |  |  |  |
| **Events** |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

2. Brainstorm some conversation starters related to each event. Conversation starters are questions. What content should you point to?

3. Best practice is not to just tweet about your organization. Here’s some ideas:

* Review what your followers are saying and pick something to re-tweet
* **Share a blog post relevant to your field**
* **Share a news article about your field**
* **Share Inspirational Quote**
* **Answer a question related to your field**
* **Ask an industry expert or journalist a question**
* Thoughts and reflections that suit your brand - this helps people feel more trust towards you and your brand and strikes up conversationsEvents (both your own and other events your audience may find interesting) - this makes things interesting and, perhaps, gives you a way to meet your followers
* Contests (”The first three people who answer this trivia question get….”) - they drive more followers and interest in what you tweet
* Replies (@twittername) - this comes from listening to your followers (you have to follow back to see their tweets). The more personal the reply, the higher the impact.
* Announcements - if it is interesting, tweet it
* OH’s (overheard) - someone said something in the office or when you are out and about that cracks you up? Type OH: followed by what you overheard
* Shout outs - @twittername rocks! Thanks for the great link: http://insertlink.com These make people feel great, too.

Need More Ideas?

**27 Conversation Starters on Twitter**<http://buzzcanuck.typepad.com/agentwildfire/2009/05/the-27-maybe-31-community-twitter-conversations.html>

**What Types of Tweets Get Retweeted Most?**<http://beth.typepad.com/beths_blog/2010/02/what-type-of-tweets-get-retweeted-most.html>